

PLEASE ADHESIVE REMOVE LINER

DO NOT SHOWS BARESHOV BSCWKS OL

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TO EXPOSE ADHESIVE REMOVE LINER

DO NOT SHOWS

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DO NOT SHOWS BARESHOV BSCWKS OL



A promotional advertisement for Marlboro cigarettes. The background is a dark blue night sky with stars and silhouettes of saguaro cacti. In the foreground, a black lighter is shown at an angle, its screen displaying a vibrant image of a saguaro cactus in a desert landscape. The Marlboro logo is visible on the lighter's top left. To the right of the lighter, the word "MENTHOL" is written in a green banner, followed by "Marlboro" in its signature serif font. Below this, the text "FREE LIGHTER" is written in large, bold, white capital letters, and "With 2 Pack Purchase" is written in a smaller, white, sans-serif font. In the bottom right corner, there is a small Marlboro logo and a block of fine print.

MENTHOL
Marlboro
FREE LIGHTER
With 2 Pack Purchase

On specially marked packs while supplies last.

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Light: King: 10 mg "tar," 0.7 mg nicotine; 100's: 10 mg "tar,"
0.8 mg nicotine—Full Flavor: Box: 15 mg "tar," 1.0 mg nicotine;
Soft: 10 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

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